## Abstract of the Disclosure

A system for deterring and preventing theft of a pet from a system subscriber who affixes a location unit to the pet whose theft is to be deterred is disclosed wherein the location unit calculates the location of the pet at any given time. The system comprises a web host connected to a wide area web network, such as the Internet. The web host includes a computer readable medium and is accessible by the subscriber from a remote computer terminal. A computer program resides on the web host for receiving a tracking request from the subscriber and transmitting a tracking call to the location unit carried by the pet. The computer program includes instructions embodied in computer readable code for automatically transmitting the tracking call, receiving location data from the location unit in response to the tracking call, and transmitting the location data to the subscriber's terminal where the current location of the pet is displayed. In other aspects of the invention, a method of deterring theft of pets from pet owners is disclosed wherein the owners have computer terminals with displays. The method includes automatically receiving a tracking request at a web host initiated at the owner's terminal seeking the present location of a pet; transmitting a tracking call to a pet location unit in response to receiving the tracking request; receiving location data at the web host from the location unit in response to the tracking call; and transmitting the location data to the computer terminal of the owner for display of the current location of the pet on the owner's terminal display.

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